

**GOVERNMENT OF TELANGANA
ABSTRACT**

Telangana - Tourism Promotion – Release of Advertisement in “Lifestyle Living” magazine, through M/s. Akshara Advertising Ltd., Hyderabad – Publication Charges – Sanctioned an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five Thousand only) - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.RT.No. 119

Dated:28-02-2015

Read the following:

1. From Ms. Simran Mishra - Managing Editor M/s. Lifestyle Living, Dated:10-11-2014.
2. Govt.Lr.No.1598 /PMU/PRO/2014, of YAT & C (PMU) Department, Dt.11-12-2014.
3. Bill No. S/105/15, of M/s. Akshara Advertising Ltd, Hyderabad, Dated:05-01-2015.

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ORDER:

1. In the reference 1st cited above, Ms. Simran Mishra - Managing Editor M/s. Lifestyle Living, has requested to release a full page colour advertisement along with advertorial in “Lifestyle Living” magazine. Accordingly, Government have issued a work order to M/s. Akshara Advertising Ltd., Hyderabad, an empanelled agency with the department, for an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five Thousand only) for publication of Telangana Tourism Promotion advertisement in “Lifestyle Living” magazine, vide reference 2nd read above.

2. In the reference 3rd read above, M/s. Akshara Advertising Ltd., Hyderabad, has furnished a bill for an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five Thousand only), towards publication of Full Page (colour) Telangana Tourism Promotion advertisement along with advertorial in “Lifestyle Living” magazine, in January 2015 issue and requested for the payment.

3. The Government, after careful examination of the matter hereby accord sanction for an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five Thousand only) towards release of an advertisement along with advertorial in “Lifestyle Living” magazine, through M/s. Akshara Advertising Ltd., Hyderabad.

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN, 11- Normal State Plan - SH (13) Miscellaneous expenditure – 500 - Other Charges - 503 - Other Expenditure”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour of M/s. Akshara Advertising Ltd, Hyderabad. The details of Bank account is as follows:-

Account Name : M/s. Akshara Advertising Ltd., Hyderabad
Account No :910020047482542
Name of the Bank: Axis Bank Ltd., Universal Insurance Bld. Gr Floor, Sir P.M. Road,
Fort, Mumbai – 400001.
IFSC Code :UTIB00000004
PAN NO. :AAHCA2048Q

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

**B.P. ACHARYA
PRINCIPAL SECRETARY TO GOVERNMENT (T&C)**

To
M/s. Akshara Advertising Ltd, Hyderabad
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER